



NEWS RELEASE

Hologic Ranks First in Mammography Category Six Years Running, Says Annual "Best in KLAS" Survey of U.S. Healthcare Providers

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MARLBOROUGH, Mass., Nov. 16, 2015 /PRNewswire/ -- Hologic, Inc. (Nasdaq: HOLX) announced today that the market research firm KLAS ranked Hologic products highest in the mammography category in its annual "Best in KLAS" awards. The ranking is based on the results of an independent survey of healthcare executives and clinicians by KLAS. It is the sixth consecutive year that Hologic has achieved the top rating in mammography.

"Customers say it is hard to find a weakness with Hologic," KLAS said in their 2015 Best in KLAS report. "Ninety-seven percent of respondents say they would buy the (Hologic mammography) product again. Product quality and support both rate high, and providers see Hologic as the innovator in mammography. A few say Hologic can be expensive, but that the value received is worth the money spent."

The annual Best in KLAS: Medical Equipment awards are based on U.S. healthcare provider evaluations of 14 categories of medical imaging and pharmacy automation equipment. Hologic mammography products scored highest in the mammography category, and highest of all the product categories evaluated.

"Hologic's Genius™ 3D MAMMOGRAPHY™ exams are a revolutionary advance in breast cancer screening and diagnosis," said Pete Valenti, Hologic's Division President, Breast and Skeletal Health Solutions. "Genius 3D™ exams are clinically proven to increase invasive cancer detection while simultaneously reducing anxiety provoking recalls – an enormous benefit to patients and healthcare systems worldwide[i]. Beyond these clinical advantages is an unwavering commitment to our customers. Hologic strives to deliver unmatched total value – from national patient education campaigns to expanding insurance coverage to unmatched service and support – and we are pleased that our customers understand and appreciate the value that comes from partnering with us."

In a women's imaging report issued in August, KLAS noted that mammography providers scored Hologic highest in all 11 performance measures evaluated.[ii] The report noted that there is significant movement in the mammography space thanks to the advent of breast tomosynthesis technology. Sixty-five percent of the providers surveyed by KLAS planned to invest in breast tomosynthesis technology during the next two years, up from 57% in 2014.

Additional information about Genius 3D MAMMOGRAPHY™, as well as a site finder, is available by clicking on <http://mygenius3d.com/find-a-facility/>.

About KLAS

KLAS is a healthcare technology research firm that specializes in monitoring and reporting the performance of software, services, medical equipment and infrastructure vendors. Working with thousands of healthcare executives from hospitals and clinics worldwide, KLAS collects performance feedback to deliver timely reports, trends and statistics that provide a solid overview of vendor performance in the industry.

About Hologic

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems and surgical products. The Company's core business units focus on diagnostics, breast health, GYN surgical and skeletal health. With a unified suite of technologies and a robust research and development program, Hologic is dedicated to The Science of Sure. For more information on Hologic, visit www.hologic.com.

Hologic, 3D, 3D Mammography, Dimensions, Genius, The Science of Sure, and Selenia are trademarks and/or registered trademarks of Hologic, Inc., and/or its subsidiaries in the United States and/or other countries.

Forward-Looking Statements

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic digital mammography systems. There can be no assurance the systems will achieve the benefits described here, or that such benefits will be replicated in any particular manner with respect to an individual patient. The actual effect of the use of the systems can only be determined on a case-by-case basis depending on the particular circumstances and patient in question. In addition, there can be no assurance that the products mentioned will achieve any expected level of sales. Hologic expressly disclaims any obligation to release publicly any updates to the data or statements presented here to reflect any change in the Company's expectations or any change in events, conditions or circumstances on which any such data or statements are based.

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[i] Friedewald, SM, Rafferty EA, et.al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014 Jun 25;311(24):2499-507. doi: 10.1001/jama.2014.6095. Genius™ 3D MAMMOGRAPHY™ exams are only available on the Hologic Selenia® Dimensions® breast tomosynthesis system.

[ii] Women's Imaging. Are the New Technologies Delivering Promised Benefits? August 2015. Performance Report." © 2015 KLAS Enterprises, LLC. All rights reserved. **www.KLASresearch.com**

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